



“SREDA”

Jim Smith & Kit Kamo

Don't recreate the wheel

- Used the Magic Valley (SIEDO) area's format
- We work with the local communities, chambers of commerce, local economic development, and realtors in **marketing** our area as a region

Malheur, Payette and Washington Counties

Marketing
3 counties
in 2 states



SREDA Board of Directors

- One Treasure Valley Community College
- Three Business Representatives (3 yr terms)
- Three At Large (3 yr terms)
- Three Elected Officials (3 yr terms)
- Three County Economic Development Professionals

SREDA Executive Board

- Chair Mark Dalley
- Vice Chair Mike Hanigan
- Secretary Jim Smith
- Treasurer Sandy Hemenway

Board of Representatives

- One County Commissioner from each county
- Each County Economic Development Pro
- One City Mayor from each city
- Nine business owners
- Treasure Valley Community College
- Ex-officio includes ID Labor, OR Employment, ID Commerce, OR Business Dev., SAGE & GEODC

SREDA Funding

- Non-profit ID & OR corporation
- Each County & City pays
\$1/person
- Business memberships 1-5 star
- Individual memberships

SREDA Hires Director

- January 2011 Hired Kit Kamo as the Executive Director
- Monthly Board of Director meetings
- Annual meeting of membership
- Annual meeting of Board of Representatives by November each yr

What to do next?

1. Need to target the industries that will fit in our communities
2. Identify available land & buildings
3. Gather data and information

Targeted Industries

- Agriculture & Food Processing
- Outdoor Recreation Mfg
- Internet/Business Services
- Manufacturing/Assembly
- Distribution & Warehousing
- Renewable/Alternative Energies

Where will they locate?

- Work with the communities and local realtors to develop an inventory
- Utilize Zoom Prospector, Oregon Prospector and Gem State Prospector to help market the available lands and/or buildings – for sale or lease

Site Selectors & CEO's

- Zoom Prospector – National
- Oregon Prospector – state
- Gem State Prospector – state

FREE FREE FREE

What does a site selector look for?

Surveys are given to site selectors and CEO's of companies.

Site Selector Factors

1. Labor costs
2. Highway accessibility
3. Tax exemptions
4. Energy availability
5. Corporate tax rate
6. Availability of skilled labor
7. Occupancy or construction costs

Site Selection Factors (cont)

8. State and local incentives
9. Inbound/outbound shipping costs
10. Available land
11. Availability of buildings
12. Right to work state
13. Proximity to major markets
14. Expedited or “fast track” permitting

Quality of Life ranking

1. Low crime rate
2. Healthcare facilities
3. Housing availability
4. Housing costs
5. Ratings of public schools
6. Climate
7. Recreational opportunities
8. Colleges and universities in area

Where are we now?

FIRST 3 MONTHS

- Responded to 14 leads – 3 were direct
- Received 3 site visits
- Five leads that generated followed up questions
- One Trade Show - Florida
- Marketing in 4 publications – 5 websites
- www.snakeriverreda.com

Example of Direct Lead

- Board Member's Relative
- CEO Living in So Cal
- Small \$30 mil per year publishing company
- Made the call
- Prepared a tailored proposal
- Commerce calculated business cost savings
- Followed up

Conclusion

- Targeted industries
- Land & buildings
- Data compiled

**3 counties, 2 states with
1 Marketing Vision!**



Thank You

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www.snakerivereda.com